

MFra 01

WIDEORBIT

Proposal ID: 5690  
 Schedule Date: 10/10/2016 - 11/8/2016  
 Spot Length(s): :30

Flight Dates: 10/10/2016-11/8/2016

Program Time	Spot Length	OC 10	OC 17	OC 24	OC 31	NO 7	RT-HH D.RTG RTG	RT-P35-64 D.RTG RTG	W k s	Rate Spots
<b>KPLC</b>										
7 NEWS AT SUNRISE	:30	5	5	5	5	1	12.4	13.2	5	\$165.00
GRPs/Impressions							260.4	277.2		21
CPP/CPM							\$13.31	\$12.50		
Mo-Fr 5:30a-7:00a										
7 NWS 6P	:30	5	5	5	5	1	15.2	14.5	5	\$405.00
GRPs/Impressions							319.2	304.5		21
CPP/CPM							\$26.64	\$27.93		
Mo-Fr 6:00p-6:30p										
7 NWS 10P	:30	5	5	5	5	1	12.9	13.1	5	\$405.00
GRPs/Impressions							270.9	275.1		21
CPP/CPM							\$31.40	\$30.92		
Mo-Fr 10:00p-10:30p										

Total Cost: \$20,475.00

Signature

Fran 10.10-11.07

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

**Station and Location:**

**Date:**

KPLC TV, Lake Charles LA

9/13/16

I, Kelly Morvant (Channel One Digital, Inc.),

being/on behalf of: Mike Francis,

a legally qualified candidate of the Republican

political party for the office of: Public Service Commissioner-District 4

in the Primary

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):



I represent that the payment for the above described broadcast time has been furnished by:

Friends of Mike Francis

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Charles Abshire

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

9/14/16  
Date

  
Signature

**To Be Signed By Station Representative**

☒ Accepted  
  
Signature

☐ Accepted in Part  
Stephanie Gill  
Printed Name

☐ Rejected  
National Sales Coord  
Title

## FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Michael G. Francis - Friends of Mike Francis

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

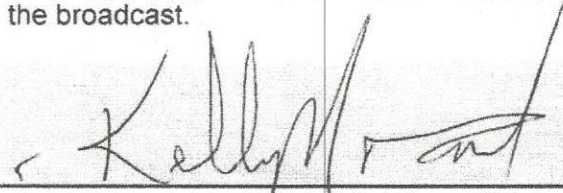
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Kelly Morvant

printed name

9/14/16

date



### AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

**CONTRACT**

**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

www.kplctv.com

And:

**Channel One Digital**  
**113 Amedee Dr**  
**Lafayette, LA 70583**

<b>Contract / Revision</b> MFRA01 /		<b>Alt Order #</b>
<b>Product</b> Public Service Commissioner		
<b>Contract Dates</b> 10/10/16 - 11/07/16		<b>Estimate #</b>
<b>Advertiser</b> POL/Francis, Mike/Public Service Commissic		<b>Original Date / Revision</b> 09/27/16 / 09/27/16
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> KPLC	<b>Account Executive</b> Political/Local Political	<b>Sales Office</b> KPLC
<b>Special Handling</b>		
<b>Demographic</b> Households		
<b>Agency Code</b>	<b>Advertiser Code</b>	<b>Product 1/2</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KPLC	10/10/16	11/07/16	7News Sunrise	530-7am		:30				NM	21	\$3,465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	MTWTF--				5	\$165.00				
Week:		10/17/16	10/23/16	MTWTF--				5	\$165.00				
Week:		10/24/16	10/30/16	MTWTF--				5	\$165.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$165.00				
Week:		11/07/16	11/13/16	M-----				1	\$165.00				
N 2	KPLC	10/10/16	11/07/16	7News at Six	559-630pm		:30				NM	21	\$8,505.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	MTWTF--				5	\$405.00				
Week:		10/17/16	10/23/16	MTWTF--				5	\$405.00				
Week:		10/24/16	10/30/16	MTWTF--				5	\$405.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$405.00				
Week:		11/07/16	11/13/16	M-----				1	\$405.00				
N 3	KPLC	10/10/16	11/07/16	7News Nightcast	10-1035pm		:30				NM	21	\$8,505.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	MTWTF--				5	\$405.00				
Week:		10/17/16	10/23/16	MTWTF--				5	\$405.00				
Week:		10/24/16	10/30/16	MTWTF--				5	\$405.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$405.00				
Week:		11/07/16	11/13/16	M-----				1	\$405.00				
<b>Totals</b>								0.00				63	\$20,475.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	45	\$14,625.00	(\$2,193.75)	\$12,431.25
10/31/16 - 11/07/16	18	\$5,850.00	(\$877.50)	\$4,972.50
<b>Totals</b>	<b>63</b>	<b>\$20,475.00</b>	<b>(\$3,071.25)</b>	<b>\$17,403.75</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.





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**(337) 439-9071**

[www.kplctv.com](http://www.kplctv.com)

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MFRA01 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/10/16 - 11/07/16	Public Service Commiss	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Francis, Mike/Public	09/27/16 / 09/27/16

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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